

Frequently Asked Questions for Agents

Kentucky Health Benefit Exchange

(Last updated Oct. 10, 2013)

What is the role of the Kentucky Department of Insurance in running the Exchange?

The Kentucky Health Benefit Exchange is set up as a separate office within the Cabinet for Health and Family Services, not the Department of Insurance (DOI). DOI is the regulatory authority for plans being sold in the Exchange. In addition, DOI reviews and approves rates and form filings, licenses agents, etc.

What does an agent need to do to sell policies in the Exchange?

A “participating agent” must be licensed by DOI with a health line of authority, complete agent training approved by the Exchange, sign an agreement, comply with privacy and security standards specified in federal law, and register with the Exchange through the Kentucky online gateway. In addition, a participating agent must maintain an appointment with at least two qualified health plan issuers.

Will the training be online or in the classroom?

The training modules are online. There are three parts with a comprehensive exam to be taken online at the conclusion of all the sections.

If an agent does not plan to sell policies on the Exchange, are there any new requirements?

No. The agent is authorized to sell products outside the Exchange as before.

Can a non-resident agent/broker sell in the Exchange?

Yes, a non-resident agent holding an active license in Kentucky can sell products in the Exchange if he/she has completed the applicable Kentucky training and meets all the requirements set by the Exchange.

What will be required from agents who enroll consumers in an Exchange plan?

A participating agent must disclose any possible conflicts of interest, including relationships he/she has with qualified health plans, insurers, etc.

Are there any prohibitions?

An agent is not allowed to collect a fee from a consumer for application assistance. In addition, an agent may not provide compensation/referral fee to a person designated as a certified application counselor, an in-person assister or a navigator (called a *kynector*)

and may not enter into an exclusive referral agreement with a kynector. An agent is not allowed to share a commission with an unlicensed person.

For more information: <http://healthbenefitexchange.ky.gov/Pages/pfInstructions.aspx>

**For more information, contact the Kentucky Health Benefit Exchange at
855-459-6328.**